Advertising Age

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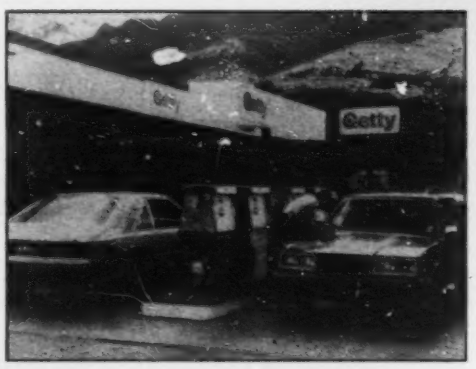
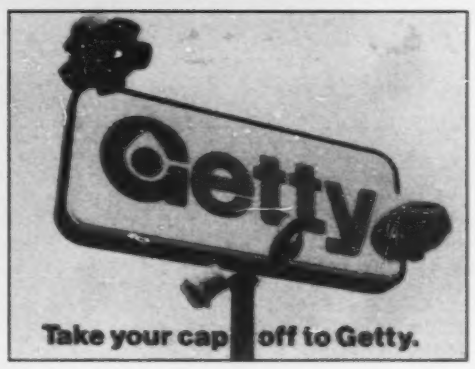
Capping it off

Getty is introducing its own name as a replacement for its Skelly and Surfco brands in a number of markets, with tv and print under the theme, "Take your cap off to Getty." The conversion will run through 1983. *(See story on Page 3.)*





Y&R out in huge Europe shift

Peugeot puts all at Univas

By CAROLYN PFAFF

PARIS—In what shapes up as the biggest account change ever to hit Europe, the management at the troubled French car maker, Peugeot-Talbot, whose European ad expenditure tops $130 million, has abruptly decided to "coordinate and harmonize" advertising across the Continent.

As a result, the auto maker is severing its seven-year affiliation with Young & Rubicam (worth $30 million) and throwing a big question mark over a further $20 million currently shared in Britain between D'Arcy-MacManus & Masius ($13.5 million) and Ted Bates ($6.5 million).

The only winner in this huge transfer is Eurocom/Univas, the giant French agency group, 46% owned by the gove ment and now No. 18 in world ings with $103 million in gros come. With a few possible exceptions, Univas will take over all Peugeot and Talbot business across the board sometime between September and January onward in most European countries.

Commenting on the Peugeot decision, Jean-Claude Boulet, Y&R deputy head of Europe and head of the Y&R group in Paris, said, "The top management at Peugeot did not realize when they decided to move the account that they are breaking a very important partnership. This decision means that Y&R loses the Talbot account in France, Spain, Italy, Germany, Switzerland, Holland and Norway. On top of this, it means that the advertising agencies handling Peugeot in all of these countries will be losing the account, so they are not only firing Y&R, they are also firing the Peugeot agencies everywhere except in Italy and Belgium,

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Lorillard pits DFS against incumbent FCB

Two in Kent shootout

By JOHN J. O'CONNOR

NEW YORK—Loews Corp.'s Lorillard division has asked Dancer Fitzgerald Sample and incumbent Foote, Cone & Belding to prepare fresh creative approaches on its sagging Kent and Kent III cigaret brands, whose combined billings are in the $25 million range.

Should FCB lose the shootout, there is a very strong likelihood DFS will add both brands to the Lorillard business it already handles, namely Triumph and a test brand called Rebel.

The decision to seek a possible creative solution to the declining sales profile of the Kent brands apparently signals the death knell for the Kent III "taste city" campaign, which features panoramic views of major cities such as Chicago ("Kent III takes the Windy City by storm"), and the Kent "food" campaign. The latter attempts to marry Kent to the taste of foods and beverages through arresting graphics, e.g., a sardine can containing three mini-Kent cartons or an ice cream pack bearing the Kent design.

The demise of that effort undoubtedly will be toasted by nonsmokers, many of whom expressed revulsion with the graphic association of a cigaret with table fare.

For the last 18 months Lorillard has been slumping, with the exception of its fast-growing Newport brand, after three or four solid growth years that made it the nation's fastest-growing cigaret company. Those happy days spawned trade ads headlined, "When you're hot, you're hot."

Lorillard's cooling-off period began with huge ad spending increases by its larger competitors, namely Philip Morris U.S.A., R.J. Reynolds Tobacco and Brown & Williamson. B&W, for example, is estimated to have spent $150 million to launch Barclay in 1981, a smoke that has been successful at the expense of ultralow-tar brands like Kent III.#

Both strongly deny report

BBDO-JWT merger?

NEW YORK—ADVERTISING AGE learned last week that an eye-popping merger proposition—BBDO International acquiring JWT Group—was being floated within BBDO. However, the heads of both agencies adamantly deny any such discussions are going on.

"I have never initiated or responded to a proposal of any kind of merger or acquisition with JWT," said Bruce Crawford, president of BBDO International. "I cannot say for sure it has never been discussed among people, a what-would-you-do-if kind of thing. But no, there is no contemplation at this moment and there haven't been any negotiations." He added with a laugh. "But if enough people call me, maybe I'll start thinking about it."

A JWT spokesman was "absolutely, positively sure" no such discussions were being held or being planned.

A JWT/BBDO duo (with combined gross income of $536.9 million) would bump Interpublic Group of Cos. out of first place among U.S. agency conglomerates worldwide. And this match would be relatively conflict-free. In fact, the two share such major clients as Lever Bros., PepsiCo, Quaker Oats, Scott Paper and Schlitz.#

P&G tests microwave mix

By JANET NEIMAN

Anticipating the potential afforded by future growth of microwave ovens, Procter & Gamble is testing Duncan Hines Microwave Cake Mix, believed to be the first nonfrozen grocery product made specifically for microwave cooking.

P&G is testing one flavor, a yellow cake mix, in the Seattle area. According to a company spokesman, every ingredient of the mix "has been tailored for the microwave oven," making it inappropriate for baking in a conventional oven. The product retails for about $1.09, the same price as most other cake mixes.

Cincinnati-based P&G already maintains the top spot in the $756 million dessert mix category, of which double and single-layer mixes and specialty cake mixes make up about 67%. Duncan Hines mixes hold about 35% of the market, followed closely by General Mills' Betty Crocker. Pillsbury holds third place with about 21%.

Both General Mills and Pillsbury say their regular cake mixes can be used for microwave baking, and both include on their packages the addresses to which consumers may write to receive microwave cooking instructions. Some General Mills potato mixes also have microwave instructions on the box.

Industry sources say consumers complain that cakes baked in microwave ovens frequently come out unevenly baked and lopsided. Nevertheless, both General Mills and Pillsbury say they will not market microwave-only mixes. With only about 20% of all households owning microwave ovens, "we don't want to limit our product to such a small market," a General Mills representative said.

But one Seattle buyer pointed to the vigorous movement (80 cases a week in her stores) of Pillsbury's Hungry Jack microwave popcorn, which is a frozen, prepared product. "I'd want to bake a cake in 10 minutes a lot more than I'd want fast popcorn," she said.

Pillsbury may not be as disinterested in microwave foods as it contends at this time. In addition to frozen

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last minute news

Fotomat picks FCB for $10 million account

WILTON, CONN.—Fotomat Corp. has selected Foote, Cone & Belding, New York, to handle advertising for its 3,800 U.S. retail outlets for film, photo finishing and related photo products. The previous agency is Chiat/Day. Spending is estimated at $10 million.

Reemtsma's $42 million media placement to HMS

HAMBURG—Reemtsma, Germany's leading cigaret marketer, is moving $42 million in beer and cigaret advertising placement to HMS Media Service, Europe's largest media shop, from Benton & Bowles Media Pool. Move expected to be complete by June, 1983.

HBO planning four made-for-pay feature films

LOS ANGELES—Home Box Office was prepared to announce during the weekend plans to develop four new made-for-pay feature films. Currently in negotiation for development are "The Bleeding Heart," dramatization of Marilyn French's best seller, with David Puttnam of "Chariots

(Continued on Page 8)

Kill food rule: FTC aide

By RICHARD L. GORDON

WASHINGTON—The Federal Trade Commission's Reagan-era consumer protection chief has given the commission his guidelines for avoiding the kind of rule-making fiascos that hurt the commission in the past. And the first FTC project to fail his tests is the long-pending food advertising rule.

The running theme in the 42-page memo drafted by FTC consumer protection chief Timothy Muris is a demand for "hard evidence" before the commission acts. Without it, he said, the commission should yield to a "general presumption" against government interference with "established practices.

"Of course, markets rarely work perfectly," he said. "Perfection, however, is not the relevant standard for judging markets, any more than it should be the standard for judging the commission's actions. When there is substantial evidence that market forces cannot eliminate actions that significantly injure consumers and substantial evidence that the commission's remedy will improve consumers' well-being, the commission should act."

Mr. Muris, as expected (AA, May 17), is urging the commission to abandon a food ad rule that the pre-Reagan commission tentatively had approved in 1980. He said the long record compiled in the food project, which dates back to 1974, doesn't have the evidence he believes the commission needs to withstand later scrutiny in the courts and Congress.

The rule would limit "natural" claims to products that contain no artificial ingredients and that are "minimally processed," but Mr.

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Chipwich legal woes mount

By GAY JERVEY

NEW YORK—Success may be proving a cruel mistress for Chipwich Inc., the company that reinvented the ice-cream sandwich with the addition of cookies and chocolate chips but is now plagued by controversy and legal wrangling.

With Chipwich's summer ad program apparently shelved, Rand Public Relations, Chipwich's former marketing arm, has become the latest company to join the roster of those embroiled in legal hassles with Chipwich. Last month Rand resigned the account due to unpaid bills (AA, May 17). and president Stan Bradskeir indicated at the time that if worse came to worst, it would seek legal redress to collect payment due.

Worst came, and today the company indicates that—however hesitantly—it has initiated legal action. In doing so, Rand joins Premium Products Inc., Chipwich's former marketing arm, which is suing Chipwich for breach of contract.

Chipwich abruptly severed relations with Premium last March, claiming that its principals Bruce Nevins and James Stevens had fallen short on their promises. Among other things, Chipwich claimed that Premium lacked the guaranteed marketing expertise in the ice cream area and that its small staff was too thin to conduct a new product launch.

Chipwich is "starting to spend too much god-

(Continued on Page 70)

Oops!

"So daring. . .we can't show it on television," states commercial for Ce Soir intimate apparel, which then goes to black screen. The spot did not run on broadcast tv; it ran on cable.

(See story, Page 69.)

Fox seeks advertisers as co-producers

By JAMES P. FORKAN

Twentieth Century-Fox Television has begun a search for advertisers and agencies that are interested in co-producing tv movies and other programing for broadcast on one of the tv networks.

Richard Rosetti, Fox's vp of tv movies, miniseries, specials, daytime and late night, flew in from his Beverly Hills base last week to visit five unidentified New York ad agency execs with "institutional clients" to discuss how mutually beneficial such a linkup could be.

From a cost standpoint, the benefits are obvious. A prime time network tv movie now costs $1.9 million to $2.3 million to produce, depending on how difficult it is to produce and on what stars are booked, Mr. Rosetti said. Only two years ago, he recalled, the ballpark range was $1.6 million to $1.8 million, so the rate of increase is about $100,000 a year per movie.

Unlike some less-experienced production companies now working with advertisers on tv vehicles, Mr. Rosetti said, Fox has 25 producers under contract, extensive facilities and decades of experience.

There were indications that some Procter & Gamble agencies were among Mr. Rosetti's prospects. General Foods, which sponsors Benton & Bowles-developed tv movies under its "Golden Showcase" umbrella, is a client Fox would very much like to work with, he acknowledged. However, B&B was not on his visit list, since Fox views it as a production rival.

Harris Kattleman, Fox TV chairman, gave the go-ahead nearly two years ago to Mr. Rosetti, whose advertiser/agency chase was sidetracked until a couple of network tv miniseries commitments were completed. The seed for this advertiser push actually was planted about that same time, Mr. Rosetti recalled, after a periodic meeting with Bill Croasdale, vp-associate director of network programing, BBDO, New York, that ended, as usual, with the

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highlights

Monday, June 14, 1982

Chevrolet's general manager hopes a 1919 ad strategy can bring entry-level buyers back to the division's fold. *See Page 10.*

Prevention is aiming to become a general-interest publication for women. *See Page 10.*

Tiffany & Co. is expected to try to enlarge some of its programs, as it names Ogilvy & Mather Partners as its new agency. *See Page 12.*

Videogame makers scored high at the summer Consumer Electronics Show in Chicago. *See Page 14.*

A new copier is speaking up in the office equipment market: Sharp Electronics Corp. is introducing a machine that talks to the user. *See Page 14.*

DFS/New York has a former English schoolteacher as its new president. *See Page 32.*

New types of products are challenging the traditional air freshener market. *See Page 38.*

Almay prepares a skincare product to rival Oil of Olay and other entries. *See Page 38.*

Korn & Associates, Philadelphia, has merged with Ketchum Advertising. *See Page 38.*

The Grand Effie went to Doyle Dane Bernbach for its Sun cameras campaign for Polaroid Corp. *See Page 54.*

Roy Rogers is courting Ms. Pac-Man this summer. *See Page 54.*

Top American Advertising Federation honors went to four adclubs. *See Page 58.*

Lingerie marketers find little changed at networks since suspension of the NAB code, but still only one opts for cable at this point. *See Page 69.*

Ally & Gargano stood out at this year's Clio Awards gala ball, winning eight statuettes. *See Page 72.*

CORPORATE CLOSEUP

Swedish packaging giant Tetra Pak is moving in on the U.S. market, starting with tests of its Brik Pak system of shelf-stable containers for milk and fruit juice. *See Page 4.*

FOLLOWUP

Into its third year of accepting advertising, *Changing Times* is glad it decided to change its no-ad policy. *See Page 37.*

INTERNATIONAL

Despite talk of disillusionment at the Leo Burnett Co. shop in Frankfurt, several executives say the agency is merely calming down after its first few years. *See Page 40.*

VIDEOTECH

CBS may be the hardest-bargaining network, but producers are still lining up to sell it on their made-for-tv movies. *See Page 44.*

Tv stars and their agents are calling the shots in the made-for-tv movie business. *See Page 44.*

The jukebox is playing a new tune—it now comes in video. *See Page 47.*

Boston's Red Sox baseball team and Bruins hockey team and Storer Broadcasting's WSBK-TV are forming a regional pay cable sports network. *See Page 52.*

MAGAZINE

First in a new series of interviews with major ad agency executives, conducted by Barton Cummings, is a revealing discussion with Jock Elliott, chairman emeritus of Ogilvy & Mather International. *See Page M-2.*

The lively art of animation isn't receiving its just rewards. So says commercials production consultant Hooper White as he explains the different techniques of the art. *See Page M-27.*

SPECIAL REPORT

Business/Professional Advertising report shows how use of the proper mixture of marketing tools available makes for successful business-to-business selling. *See Page M-7.*

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Coors comes in from cold

By ROBERT REED

Coming in from the great outdoors with a renewed marketing approach is Adolph Coors Co., forsaking the "High Country" look for a more product-oriented campaign hitting the air this week.

The ad shift for the flagship Coors brand is the Golden, Colo.-based brewery's most visible effort since making a slew of marketing department changes last year.

Replacing the "High Country" scenes of rolling mountains and running water are vignettes centering around traditional beer drinking gatherings. Spots showcase bar scenes and parties against the theme, "Made for the way you really like to drink beer," industry sources report. The commercials also emphasize the beer's pure water and natural ingredients. Ted Bates & Co., New York, handles.

■ The message is primarily targeted at the drinker who has "three or four beers at a time," said one source. In addition, the campaign is attempting to lure a wider consumer base, including women and minorities, which also are rep-

(Continued on Page 66)

Aggressive new cold cereals seen in '82

By JOHN C. MAXWELL JR.

Cold cereal volume in 1981 was up less than 1% in pounds, to 2.02 billion pounds. The year's dollar volume grew around 15% and probably approached $3 billion, against $2.6 billion in 1980. We believe that the current 1%-to-2% tonnage growth trend is a good expectation for this year, and we look for price increases approaching the 6%-to-8% level.

The only companies that gained market share in 1981 were General Mills, Nabisco and Ralston Purina (including its private labels). On a poundage basis, General Mills showed the strongest growth—up 5%. Considering Ralston's over-all base, it was up 12% from a small base. Units in the "all others" group, preponderantly private labels of Ralston, rose more than 15% from a small base.

In the new product area, Kellogg's Nutri-Grain has achieved a share of slightly under 1%—not strong for a four-item line. It has cut two of the four and recently added Wheat & Raisins.

General Mills' major priority has been to get Cheerios back on track, an effort that resulted in unit gains exceeding 10% in recent quarters. Donutz, a new children's cereal, looks promising. General Foods' Fruit & Fiber was successfully introduced toward yearend (November-December), and currently holds over a 1% share at an annual rate. Ralston's new blueberry version of Waffelos appears to be doing well. Dinky Donuts, introduced in November, 1981, currently has about a 0.5% share.

We expect aggressive new product introductions in the cold cereal industry to continue in 1982.

A few months ago Kellogg cut the price of its Corn Flakes by 8%, and this was followed by General Foods doing the same for Post Toasties. Ralston also followed with a 5.5% price reduction on its generic corn flakes.

To date, these cuts seem to have had little or no impact on respective market shares. General Mills recently announced a price increase averaging about 4.5% for its heavily oat-based product line.#

Mr. Maxwell is with Lehman Brothers Kuhn Loeb Research, New York.

Top ten cold cereals

	1981 share lbs.	1981 share $
Corn Flakes (Kellogg)	6.8%	4.6%
Cheerios (General Mills)	5.6	5.9
Sugar Frosted Flakes (Kellogg)	5.3	4.9
Raisin Bran (Kellogg)	4.5	4.0
Chex (Ralston Purina)	4.2	4.0
Shredded Wheat (Nabisco)	4.2	3.2
Rice Krispies (Kellogg)	3.9	4.3
Raisin Bran (General Foods)	3.6	3.2
Grape-Nuts (General Foods)	3.3	2.6
Cap'n Crunch (Quaker)	3.1	3.7
	44.5%	40.4%

Cold cereals—Per cent of market

	1980% lbs.	1980% $	1981% lbs.	1981% $
Kellogg				
Corn Flakes	7.0	4.8	6.8	4.6
Sugar Frosted Flakes	5.5	5.1	5.3	4.9
Raisin Bran	4.9	4.4	4.5	4.0
Rice Krispies	4.1	4.5	3.9	4.3
Bran products	3.0	2.3	2.9	2.2
Froot Loops	2.3	2.9	2.3	2.9
Special "K"	1.8	2.4	1.6	2.2
Frosted Mini-Wheats	1.6	1.6	1.6	1.6
Sugar Smacks	1.5	1.6	1.5	1.5
Sugar Pops	1.3	1.5	1.2	1.4
Apple Jacks	1.0	1.5	1.0	1.5
Product 19	1.1	1.4	0.9	1.2
Honey Nut Corn Flakes	1.1	1.2	0.8	0.9
Raisin, Rice & Rye	0.6	0.7	0.8	0.9
Frosted Rice	0.8	1.0	0.7	0.9
Nutri-Grain	—	—	0.7	0.8
Cocoa Krispies	0.5	0.7	0.5	0.7
Most	0.6	0.7	0.4	0.5
Cracklin Bran	0.5	0.6	0.4	0.5
Graham Crackos	0.3	0.3	0.2	0.2
Other	1.4	1.7	1.4	1.6
Total	40.9	40.9	39.3	39.3
General Mills				
Cheerios	5.0	5.3	5.6	5.9
Wheaties	2.7	2.0	2.7	2.0
Honey Nut Cheerios	1.8	2.1	2.0	2.3
Lucky Charms	1.7	2.2	1.8	2.3
Total	1.8	2.5	1.7	2.4
Trix	1.5	2.0	1.5	2.0
Golden Grahams	1.3	1.5	1.3	1.5
Crispy Wheats 'n Raisins	1.1	1.3	1.2	1.4
Monsters, etc.	0.7	1.0	0.7	1.0
Cocoa Puffs	0.7	0.8	0.7	0.8
Donutz	—	—	0.4	0.5
Buc*Wheats	0.4	0.5	0.4	0.5
Body Buddies	0.4	0.5	—	—
Crazy Cow	0.1	0.1	—	—
Other	0.7	0.6	0.5	0.4
Total	19.9	22.4	20.5	23.0
General Foods				
Raisin Bran	4.1	3.7	3.6	3.2
Grape-Nuts	3.1	2.4	3.3	2.6
Sugar Crisps	1.7	1.9	1.6	1.8
Pebbles	1.2	1.5	1.3	1.6
Honeycombs	1.3	1.7	1.2	1.6
Post Toasties	1.0	0.6	1.2	0.8
Alpha-Bits	1.0	1.1	0.9	1.0
Bran Flakes	0.8	0.8	0.8	0.8
Grapenut & Oat Flakes	0.6	0.5	0.7	0.6
C. W. Post	0.6	0.7	0.4	0.5
Post Fruit 'n Fibre	—	—	0.3	0.4
Other	0.2	0.1	0.3	0.1
Total	15.6	15.0	15.6	15.0
Quaker Oats				
Cap'n Crunch	2.8	3.4	3.1	3.7
Life*	2.4	2.2	2.4	2.2
100% Natural	1.5	1.4	1.4	1.3
Corn Bran	1.0	0.9	0.7	0.6
Other	0.4	0.7	1.0	0.8
Total	8.6	8.6	8.6	8.6
Ralston Purina				
Chex	4.4	4.2	4.2	4.0
Cookie-Crisp	0.9	1.0	0.7	0.7
Waffelos	—	—	0.7	0.8
Honey Bran	0.6	0.6	0.3	0.3
Freakies	—	—	0.2	0.2
Other	0.6	0.4	0.3	0.1
Total	6.5	6.2	6.4	6.1
Nabisco				
Shredded Wheat	4.0	3.0	4.2	3.2
Other	0.9	0.8	0.8	0.7
Total	4.9	3.8	5.0	3.9
Pet				
Heartland	0.1	0.1	0.1	0.1
All Others	4.0	3.0	4.5	4.0
Total	100.0	100.0	100.0	100.0

*Includes cinnamon

Source: Lehman Brothers Kuhn Loeb estimates

Packager out to cover U.S.

(Continued from Page 4)

ize a profit—that package has to survive in the market and sell for another 10 years. In the meantime, to stay ahead of the competition, we've got to be plowing research and development money into new concepts all the time."

Mr. Rausing says that no corporate leader in his right mind would proceed on such a basis. "But when you've got only one product, you haven't any choice but to be the best. So we make certain that we are and we stay that way."

■ The no-longer-so-secret secret of Tetra Pak's success is a simple but ingenious packaging production method. A continuous roll of plastic-coated paper runs through a machine which curls it into a tube shape, while a liquid beverage is poured into this tube from above. The tube is then heat-sealed and cut off below the level of the liquid, forming a completely full container holding no air and strong enough to withstand stacking.

The smallest filling machine Tetra Pak makes can produce up to 1 billion containers a year. The company's profits come not from the machines, which are usually leased to the customer, typically a dairy, but from the sales of packaging material itself.

Tetra Pak now operates some 21 factories worldwide. The filling machines, designed and built by Tetra Pak's team of 400 engineers, are manufactured at three of the plants, while the others turn out the paper and plastic packaging material in giant rolls.

In addition to making the machines and providing the paper material, Tetra Pak also offers its customers a full-service and maintenance deal. As a market analyst puts it: "Tetra Pak's turnkey-like marketing plan builds a kind of wall around its customer by supplying the raw materials, the filling machines and the service expertise. There's little room for competitors to maneuver once the client is hooked."

Today, Sweden, where the first Tetra Pak milk carton was launched, accounts for only about 8% of the company's total sales. The biggest single market in terms of number of packages is Italy, with Japan—where Tetra Pak operates a wholly owned subsidiary—a close second.

With annual group sales exceeding $1 billion, Hans Rausing says Tetra Pak now has the capacity to tackle the U.S. market from a position of strength. Two previous attempts in the 1950s failed because of organizational problems, but Mr. Rausing has every reason to be optimistic about the chances this time.

Brik Pak Inc., Tetra Pak's U.S. subsidiary based in Dallas, is so far the only company to win FDA approval for its aseptic packaging carton, which is shaped like a brick. (It's both easily stackable and disposable and it costs far less than competing products on the market.)

Ocean Spray reportedly has achieved such success with the new package that it recently started a 10% price reduction to customers to reflect the savings it realized by switching over to the paper container.

Rita Simpson, pr manager for Brik Pak, says the company appears to have an almost unlimited potential. "Our customers are very enthusiastic about the product, not only because of its tremendous utility and low cost, but also because of the wider market it affords their products, thanks to its long-life characteristics." Ms. Simpson notes that some customers like Ocean Spray have built whole campaigns around the package.

In Europe, where Tetra Pak already reigns supreme in its field, the company is breaking into new markets. Says Hans Rausing: "Rather than diversifying into new product areas, we expand and grow by designing new and better packages and by finding new liquid foods to package." Today, Tetra Paks hold everything from Japanese sake and asparagus juice to French table wines and cooking oils. It's no surprise that for the past few years Tetra Pak's sales have been growing by more than 20% annually.

More than a household word in some areas, Tetra Pak has achieved in some countries a market acceptance that totally baffles the competition. In Kenya, one of the company's pyramid-shaped cartons is printed on the national currency, and in Tanzania Tetra Pak containers are pictured on stamps.

Mr. Rausing insists that the company could never have developed as it has if it had not remained firmly in the hands of the immediate family, and he unashamedly attributes its success to what he likes to call the "feudal" management philosophy.

"Our local management is very independent, but the main policy guidelines emanate from the top. Then it's up to different local company heads to implement those decisions in the way they see fit, taking into consideration local marketing conditions," he says.

For obvious reasons, Mr. Rausing won't reveal what new package ideas he's got up his sleeve. But his company is engaged in a massive expansion scheme, partly to take advantage of the huge potential in the Third World for high-protein liquids and long-life products and to handle the potential the huge U.S. market promises. It may not be long before there is indeed a Tetra Pak in every home.#

A Rausing success

Tetra Pak's founder, Ruben Rausing, the son of a grocer, showed early signs of genius. Back in the 1920s, he was one of the first graduates of the Stockholm School of Economics. After graduating, he traveled to New York to study advanced economics.

Upon returning to Sweden, Mr. Rausing worked briefly for one Swedish company and then joined in the ownership of another before settling into high-volume liquid food packaging, a field he has worked in ever since. In his quest to come up with a less-expensive packaging system with improved stability and longer product life, he realized that he had to devise a packaging system which produced completely filled containers.

As the story goes, when tireless experimentation had failed to reap results, he was given an idea by his wife at the dinner table. Knowing full well what he was trying to achieve—a continuous production process—she recounted to him her simple method of making homemade sausage, where the meat inside a continuous tube of skin is tied off, creating filled links.

Reminiscing about this conversation today, Mr. Rausing admits that he shrugged off his wife's suggestion with a chuckle. Soon after, in the laboratory, he discovered with surprise that the sausage method worked like a charm.#

—*M.G.*

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Automotive advertising being put to the test—See Magazine

Advertising Age

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WYMAN TRIES TO REGAIN RDR

Bitter legal fight for buying unit

By JOHN J. O'CONNOR

NEW YORK—Samuel Wyman's bid to regain control of RDR Associates and its media-buying subsidiary, Timebuying Services Inc., has spawned a rash of lawsuits alleging conspiracy, computer tampering, slander and unfair competition.

The tangled and bitter legal fight in state supreme court here pits Mr. Wyman and three other former RDR execs against the seven-member board of RDR that steadfastly has resisted Mr. Wyman's bid to regain the reins of the company he held as chairman until a term in federal prison intervened.

The company is in the business of buying and selling broadcast media advertising time for its clients.

The RDR directors opposing Mr. Wyman include Stephens Dietz and Rodney Erickson, two marketing consultants who were installed as co-chairmen and co-chief executive officers of Timebuying Services in 1979, after Mr. Wyman was sentenced to a one-year prison term in connection with fraud charges arising out of the 1976 bankruptcy of REA Express.

(Mr. Wyman pleaded guilty to three counts in a 12-count indictment that accused him of conspiracy, mail fraud and and misapplication of REA Express' funds. The indictment centered around fraudulent media invoices submitted by RDR to REA Express. In addition, Mr. Wyman and two REA execs were accused of sharing the 15% commission from advertising space placed on the sides of REA trucks. They were secret partners in T.A. Marketing, a company that brokered the truck space sales.)

Released after serving four months of the one-year sentence, Mr. Wyman met with a wall of resistance from RDR execs whom, he charges, voted to terminate his employment and oust him from the board. RDR says he resigned before he entered prison.

Mr. Wyman alleges in court papers that during his absence an additional 90,000 shares in RDR were issued "for the purpose of diluting plaintiff's ownership interest in RDR." Prior to April, 1979, Mr. Wyman said he owned 386,000 of the 840,466 shares of RDR, in addition to proxies for additional shares.

Among other things, he is seeking to have the court void the 90,000-share issuance and assess damages "believed to be not less than $1 million." RDR's directors have denied his allegations.

The legal broadsides fired by RDR at Mr. Wyman and former RDR execs accuse them of conspiring to "destroy" RDR, a charge that has been vehemently denied. In an affidavit in one of the cases, Bernard Weiss, an officer and director and second-largest stock-

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Major study details ads' effect on sales

By STUART EMMRICH

NEW YORK—The case for advertising frequency—and its effect on people's buying habits—receives a major boost in an exhaustive and groundbreaking study just completed by Jos. E. Seagram & Sons and Time Inc.

Although companies work on the accepted premise that advertising can make a difference in sales—or else why bother with ads—the results of this three-year study confirm what many people up to now have taken on faith.

Preliminary findings of the study have been released to selected individuals in the advertising community over the last couple of weeks, but the full study will be made available for general release to advertisers, agencies and the media soon after Labor Day. A booklet is now being prepared by Time Inc. that will summarize the results.

Among the study's more surprising findings:

- It is easier to change people's behavior than their attitudes.
- Recall is a poor indicator of advertising effectiveness.
- Even a single ad can have a major impact on a product's awareness levels.
- It is much harder to increase a well-known product's favorable rating among consumers through an extended advertising campaign than it is to dramatically increase a favorable rating for a little-known product.
- The impact of advertising con-

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Woolworth reevaluates advertising

By JAY McCORMICK

DETROIT—F.W. Woolworth Co. will change its "entire approach to advertising" and will split the Woolco discount stores and Woolworth variety store operations.

Growth of Woolco stores will be frozen, and the company will concentrate expansion efforts on its specialty stores, Woolworth executives told the annual meeting here.

"We are in the process of changing our entire approach to advertising. Our ads are more than unattractive; some are repelling," said Edward F. Gibbons, chairman-chief executive officer.

The changes in advertising will follow restructuring of the U.S.

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last minute news

Ralston buys three-network upfront package

NEW YORK—Ralston Purina and Paul Schulman Co., net tv buying unit of Gardner, kicked off the fall prime time buying season with a three-network package. New series bought: ABC's "Brass Monkey," CBS' "Newhart" and NBC's "Family Ties" and "Cheers." Returnees included are ABC's "Dynasty," "Love Boat," "Hart to Hart" and "Fall Guy"; CBS' "60 Minutes," "Dallas," "Magnum, P.I." and "Archie Bunker's Place," and NBC's "Real People," "Little House" and "Quincy."

FTC told to brace for big cut in 1983 budget

WASHINGTON—FTC was told that Senate/House budget conferees are urging a major slash in its 1983 appropriation, to $47 million compared with its $61 million request. If the budget's approved by Congress, appropriations' panels would face breaking their assigned spending ceiling.

Purina readying Praise dog food

ST. LOUIS—Ralston Purina is readying a new dog food called Praise. A company source said the brand is one of a number under development and no decision has been made on its future. Tennant, Chicago, handles.

Pillsbury expands microwave pizza marketing

MINNEAPOLIS—Pillsbury is going into supermarkets for the first time with its five-item line of Totino's Heat & Eat microwave pizza, after

(Continued on Page 8)

Nabisco picks two; Parkson shop to go

By NANCY GIGES

Nabisco executed two more elements in its long-range restructuring program by naming agencies to handle business formerly at MCA Advertising (AA, May 24) and by acknowledging it has hired the investment banking firm of Morgan Stanley & Co. to handle the sale of its J.B. Williams Co. toiletries subsidiary.

The agency reassignment is a further consolidation of shops that still number 14. Nabisco assigned Fleischmann and Blue Bonnet margarines to Benton & Bowles, already agency for Planters nuts and snacks. McCann-Erickson, agency for hot and ready-to-eat Nabisco cereals and Dromedary baking mixes, was named for Curtiss' Baby Ruth and Butterfinger

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COORS BEATS THE HEAT THAT KILLS BEER TASTE.

Other beers are subjected to taste-killing heat of 140.

Only Coors is kept cold from the brewery to your store to assure fresh beer taste.

Extreme heat destroys beer taste. In fact, because of the way other beers are processed and shipped they are exposed to 140 degrees of this taste-killing heat even before they reach your store.

Not Coors. Only Coors is always packaged and shipped cold from the brewery to your store. In fact, Coors is kept cold longer than any other beer—and that means fresher tasting beer for you.

Sure, it would be easier to allow Coors to be exposed to extreme heat. And maybe some beer drinkers wouldn't taste the difference. But we think real beer drinkers would. Because keeping it cold is the only way to assure fresh beer taste. That's why your last Coors tastes as fresh as your first. Tastes first beer fresh. Coors after Coors. Coors is the beer made for the way you really like to drink beer.

Coors
MADE FOR THE WAY YOU REALLY LIKE TO DRINK BEER.

Coors is cool

Adolph Coors Co. is showcasing Coors beer by touting that it's packaged and shipped cold from the brewery to the store. In this ad, Coors is shown next to another beer that looks suspiciously like Anheuser-Busch's Budweiser. It is part of a new campaign via Ted Bates & Co. (AA, June 14).